

TITL ~~base~~ *Ed Wickham*

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INTER-OFFICE CORRESPONDENCE
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RECEIVED

MAY 2 1990

Date: May 18, 1990
J. F. WICKHAM

To: Dr. K. S. Houghton
From: W. F. Kuhn
Subject: Martha Verscaj

Martha Verscaj called this morning in regard to Market Sample 32 which we have recently received. She suggested that the data be looked at early to differentiate differences between TITL values, our Cigarette Testing Division data, and stated claims in the printed advertising. As you know we have already done this. Of the 76 packings, there are 18 values different between TITL and the printed advertisement (8 are higher and 10 are lower). Martha suggested that David Dangoor be contacted as soon as we complete our analysis of these data. I told her that I would discuss that with you and seek your council before proceeding any further. Note that we received the preliminary report on April 30, 1990. We have 30 days to request additional testing. Need your advice on some of these brands which appear to be slightly different.

Any detailed questions that might come up in my absence, please contact Ed Wickham.

/mro

Bill

401 -
424 - 24 samples / Wickham

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